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wherein the client computer includes

means for transmitting a map request to the map server computer to request transfer to the client computer of the map data,

means for displaying an image of the map on the visual display unit, and

means for transmitting an information request to the information server computer to identify places of interest known to it and lying within the geographical area,

wherein the information server computer includes means for transmitting to the client computer in response to the information request the data representative of at least one place of interest within the geographical area, the client computer includes means for displaying said data associated with the place of interest on the visual display unit,

the client computer includes means for superimposing information relating to the place of interest on the image on the visual display unit, at a position on the image corresponding to the location of the place of interest on the map, and

the information superimposed on the image is a hypertext link.

25. A computer system according to claim **20**, wherein the client computer includes means for zooming the map image in or out to display an image of, respectively, a smaller or larger geographical area, and means for varying the displayed data relating to the at least one place of interest on the visual display unit so as to take account of the smaller or larger geographical area.

26. A computer system according to claim **25**, wherein the client computer includes means for formulating a further request to the information server computer, to identify places of interest lying within the smaller or larger geographical area.

27. A computer system according to claim **20**, wherein the client computer includes locating means for establishing the current geographical location of the client computer and means for passing the current geographical location of the client computer to at least one of the map server computer and the information server computer.

28. The computer system of claim **20**, wherein the client computer is connected to the map server computer and the information server computer via a World Wide Web.

29. The computer system of claim **28**, wherein the means for displaying an image of the map on the video display unit comprises an internet browser.

30. The computer system of claim **20**, wherein the map data is in a form of an image file.

31. A computer system, the computer system comprising: a map server computer for storing map data representative of a map of a geographical area and coordinate data representative of the spatial coordinates of at least one point lying within the area represented by the map;

an information server computer for storing information data representative of at least one place of interest within the geographical area, said data including data representative of the spatial coordinates of the place of interest within the area; and

a client computer, the client computer having a visual display unit;

wherein the client computer includes

means for transmitting a map request to the map server computer to request transfer to the client computer of the map data,

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means for displaying an image of the map on the visual display unit, and

means for transmitting an information request to the information server computer to identify places of interest known to it and lying within the geographical area,

wherein the information server computer includes means for transmitting to the client computer in response to the information request the data representative of at least one place of interest within the geographical area, the client computer includes means for displaying said data associated with the place of interest on the visual display unit,

the client computer includes means for superimposing information relating to the place of interest on the image on the visual display unit, at a position on the image corresponding to the location of the place of interest on the map, and

the client computer includes means for scrolling the map image to display an image of a different geographical area, and means for varying the displayed data relating to the at least one place of interest on the visual display unit so as to take account of the change in the displayed geographical area.

32. A computer system according to claim **31**, wherein the client computer includes means for varying the information from the information server computer which is displayed, in response to scrolling of the map image.

33. A computer system according to claim **32**, wherein the client computer includes means for formulating a further request to the information server computer, to identify places of interest lying within the different geographical area.

34. A computer system comprising:

a map server computer for storing map data representative of a map of a geographical area and coordinate data representative of the spatial coordinates of at least one point lying within the area represented by the map;

an information server computer for storing information data representative of at least one place of interest within the geographical area, said data including data representative of the spatial coordinates of the place of interest within the area; and

a client computer, the client computer having a visual display unit;

wherein the client computer includes

a map requesting mechanism for transmitting a map request to the map server computer to request transfer to the client computer of the map data,

a map image displaying mechanism for displaying an image of the map on the visual display unit, and

an information request transmitting mechanism for transmitting an information request to the information server computer to identify places of interest known to it and lying within the geographical area,

wherein the information server computer includes a response transmitting mechanism for transmitting to the client computer in response to the information request the data representative of at least one place of interest within the geographical area, and

wherein the client computer includes a display mechanism for displaying said data associated with the place of interest on the visual display unit.

35. A computer system, the computer system comprising: a map server computer for storing map data representative of a map of a geographical area and coordinate data